



La Crosse County, WI

Mississippi River Regional Planning Commission



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La Crosse, Wisconsin 54601

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Report Parameters

1 County

55063 La Crosse County, WI

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

Economy Overview

118,255

Population (2020)

Population **grew by 556** over the last 5 years and is projected to **grow by 644** over the next 5 years.

72,823

Total Regional Employment

Jobs **decreased by 2,166** over the last 5 years but are projected to **grow by 796** over the next 5 years.

\$57.9K

Median Household Income (2019)

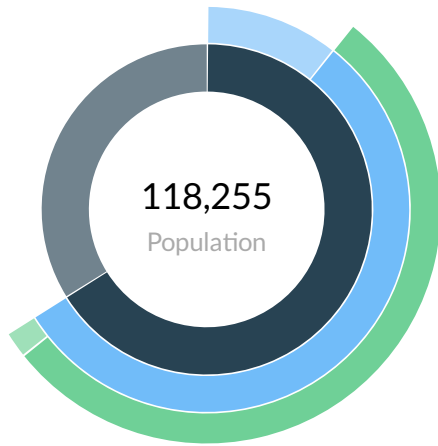
Median household income is **\$5.0K below** the national median household income of \$62.8K.

Takeaways

- As of 2020 the region's population **increased by 0.5%** since 2015, growing by 556. Population is expected to **increase by 0.5%** between 2020 and 2025, adding 644.
- From 2015 to 2020, jobs **declined by 2.9%** in La Crosse County, WI from 74,989 to **72,823**. This change **fell short of the national growth rate of 1.3% by 4.2%**. As the number of jobs declined, the **labor force participation rate decreased from 67.1% to 66.0% between 2015 and 2020**.
- Concerning educational attainment, **22.5% of La Crosse County, WI residents possess a Bachelor's Degree** (2.5% above the national average), and **12.9% hold an Associate's Degree** (4.3% above the national average).
- The top three industries in 2020 are General Medical and Surgical Hospitals, Restaurants and Other Eating Places, and Education and Hospitals (Local Government).

	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	118,255	65,534	72,823	100.2	\$7.46B	\$8.21B	\$8.73B
Mississippi River Region	326,454	170,469	158,070	100.0	\$15.74B	\$23.65B	\$24.04B
La Crosse, WI (in La Crosse county) (ZIP 54601)	49,579	N/A	38,339	100.2	\$3.89B	\$4.60B	\$5.47B

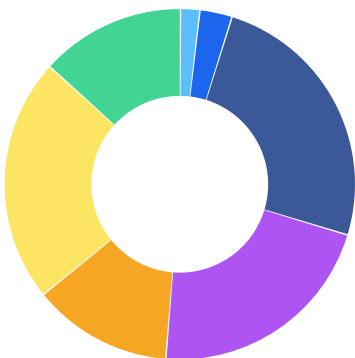
2020 Labor Force Breakdown



	Population
● Total Working Age Population	78,098
● Not in Labor Force (15+)	12,564
● Labor Force	65,534
● Employed	63,369
● Unemployed	2,165
● Under 15	40,157

Educational Attainment

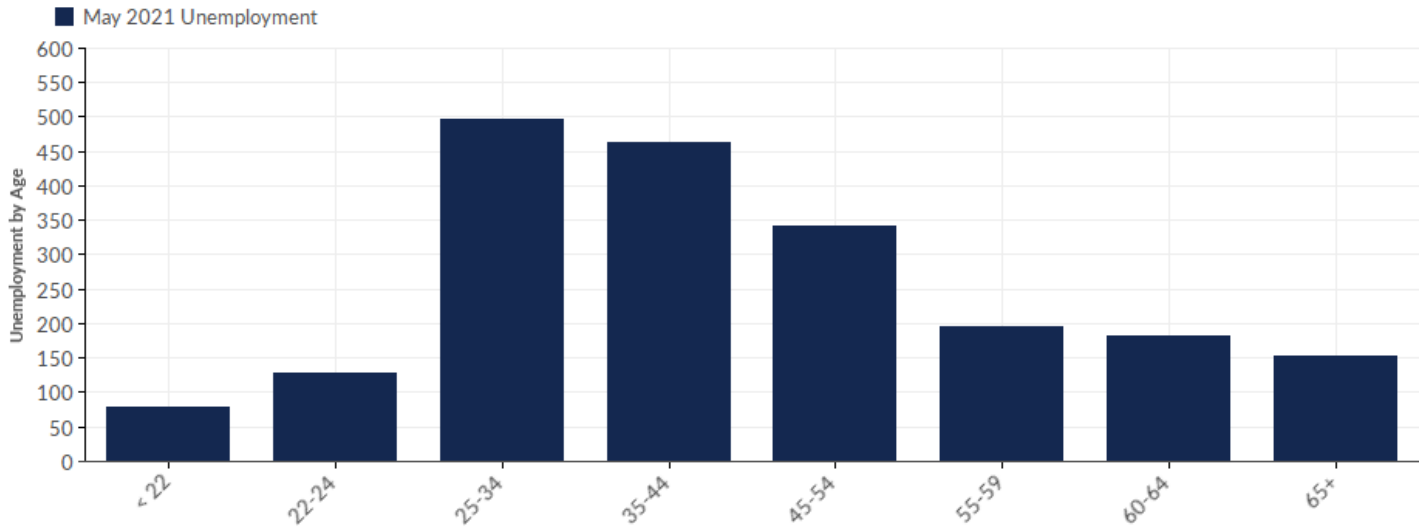
Concerning educational attainment, **22.5% of La Crosse County, WI residents possess a Bachelor's Degree** (2.5% above the national average), and **12.9% hold an Associate's Degree** (4.3% above the national average).



	% of Population	Population
● Less Than 9th Grade	1.8%	1,360
● 9th Grade to 12th Grade	3.0%	2,283
● High School Diploma	24.9%	19,059
● Some College	21.6%	16,567
● Associate's Degree	12.9%	9,895
● Bachelor's Degree	22.5%	17,282
● Graduate Degree and Higher	13.4%	10,246

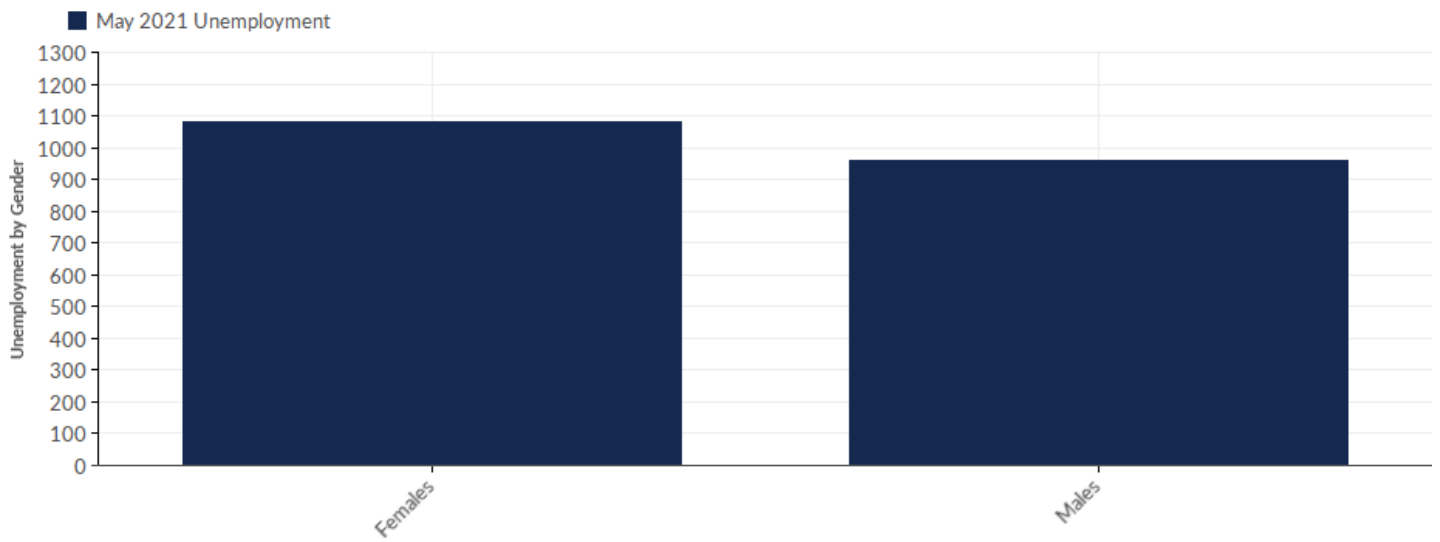
Unemployment by Demographics

Unemployment by Age



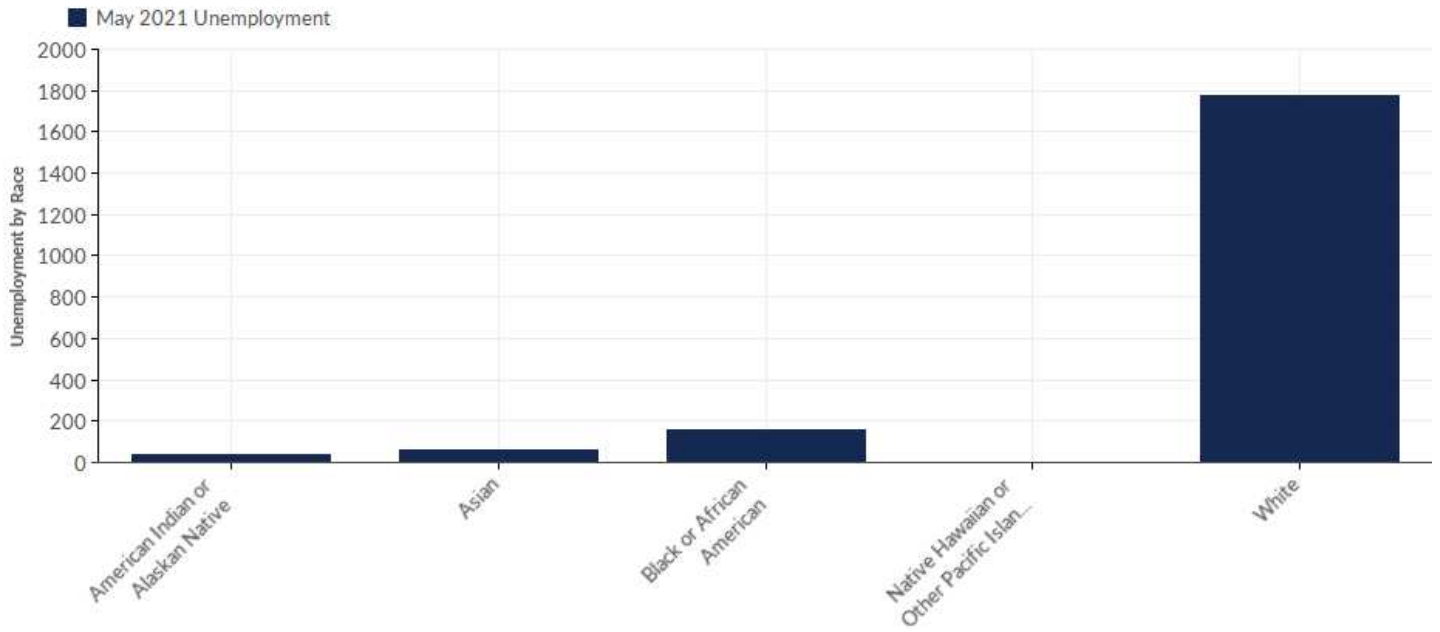
Age	Unemployment (May 2021)	% of Age Cohort
< 22	79	3.88%
22-24	128	6.28%
25-34	496	24.34%
35-44	463	22.72%
45-54	342	16.78%
55-59	196	9.62%
60-64	181	8.88%
65+	153	7.51%
Total	2,038	100.00%

Unemployment by Gender



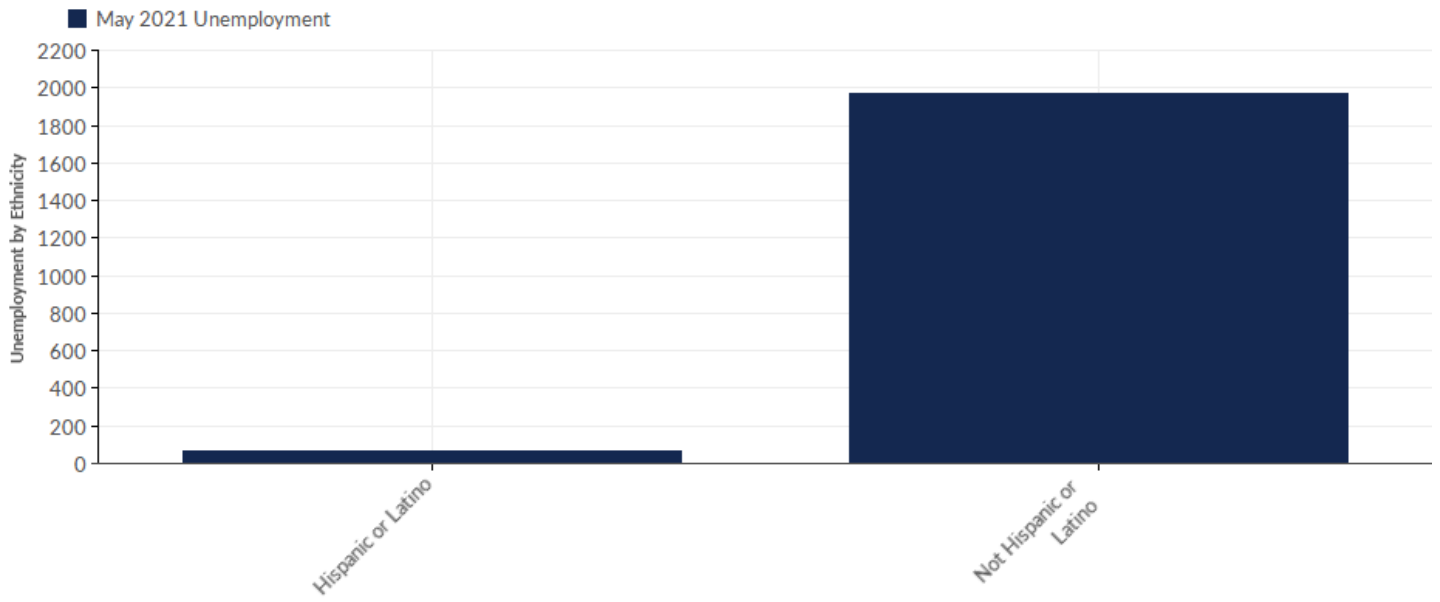
Gender	Unemployment (May 2021)	% of Age Cohort
Females	1,080	52.99%
Males	958	47.01%
Total	2,038	100.00%

Unemployment by Race



Race	Unemployment (May 2021)	% of Age Cohort
American Indian or Alaskan Native	38	1.86%
Asian	62	3.04%
Black or African American	159	7.80%
Native Hawaiian or Other Pacific Islander	3	0.15%
White	1,775	87.10%
Total	2,038	100.00%

Unemployment by Ethnicity

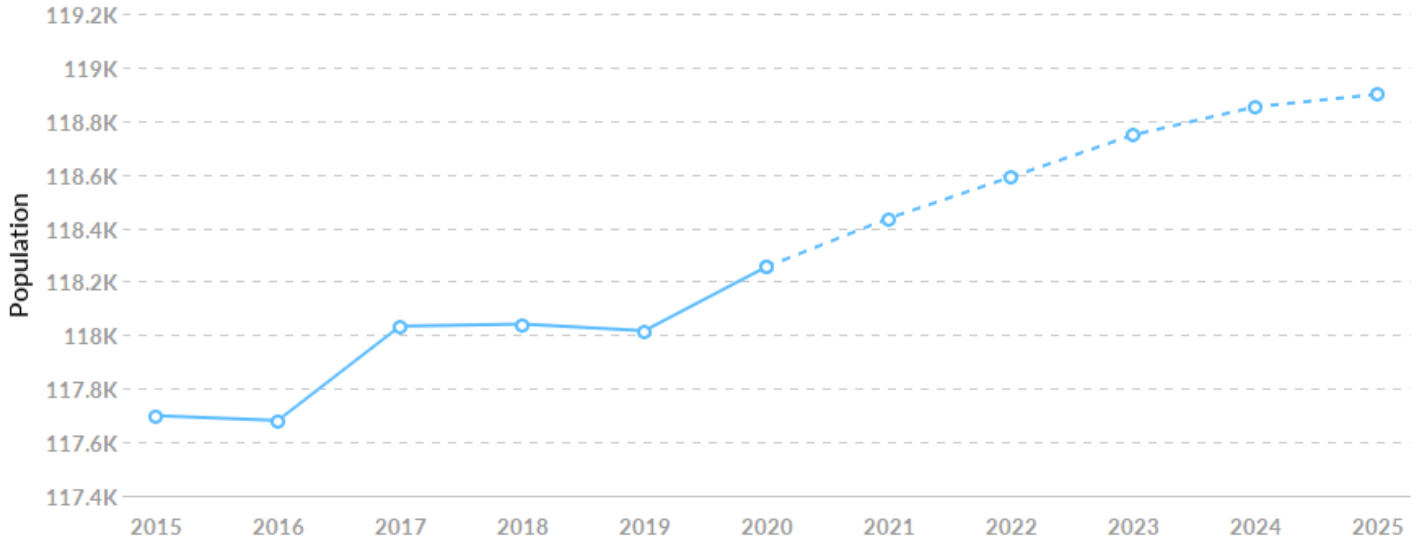


Ethnicity	Unemployment (May 2021)	% of Age Cohort
Hispanic or Latino	67	3.29%
Not Hispanic or Latino	1,971	96.71%
Total	2,038	100.00%

Historic & Projected Trends

Population Trends

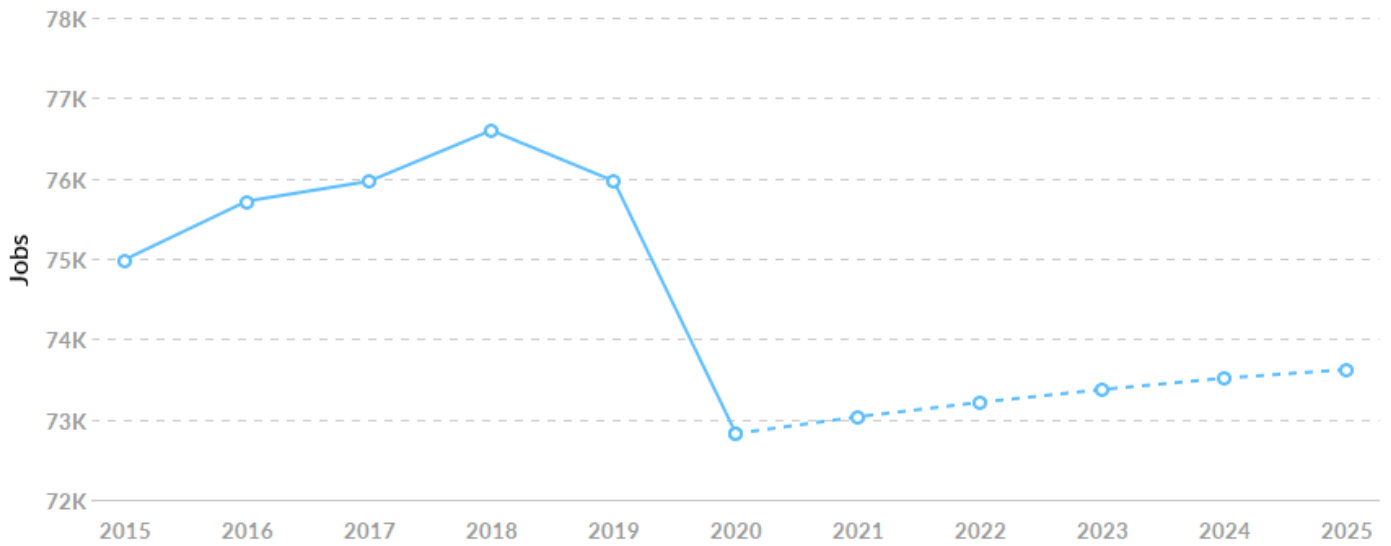
As of 2020 the region's population increased by 0.5% since 2015, growing by 556. Population is expected to increase by 0.5% between 2020 and 2025, adding 644.



Timeframe	Population
2015	117,699
2016	117,681
2017	118,033
2018	118,041
2019	118,016
2020	118,255
2021	118,436
2022	118,590
2023	118,747
2024	118,852
2025	118,899

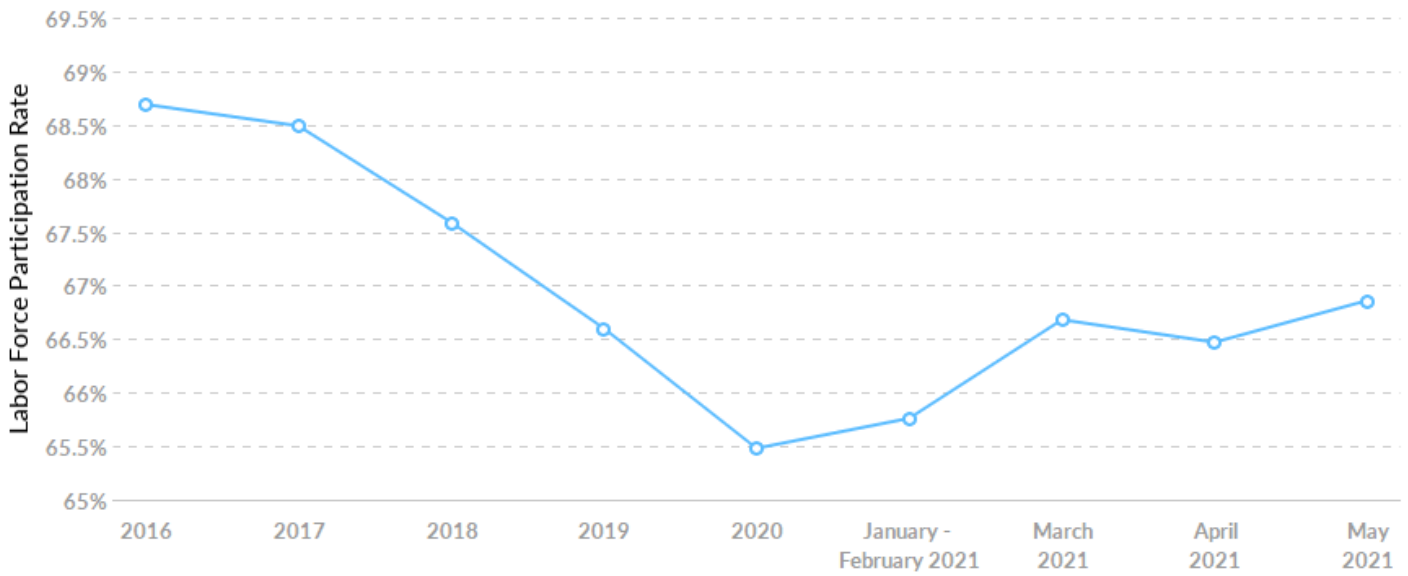
Job Trends

From 2015 to 2020, jobs declined by 2.9% in La Crosse County, WI from 74,989 to **72,823**. This change fell short of the national growth rate of 1.3% by 4.2%.



Timeframe	Jobs
2015	74,989
2016	75,716
2017	75,964
2018	76,597
2019	75,969
2020	72,823
2021	73,032
2022	73,212
2023	73,372
2024	73,513
2025	73,620

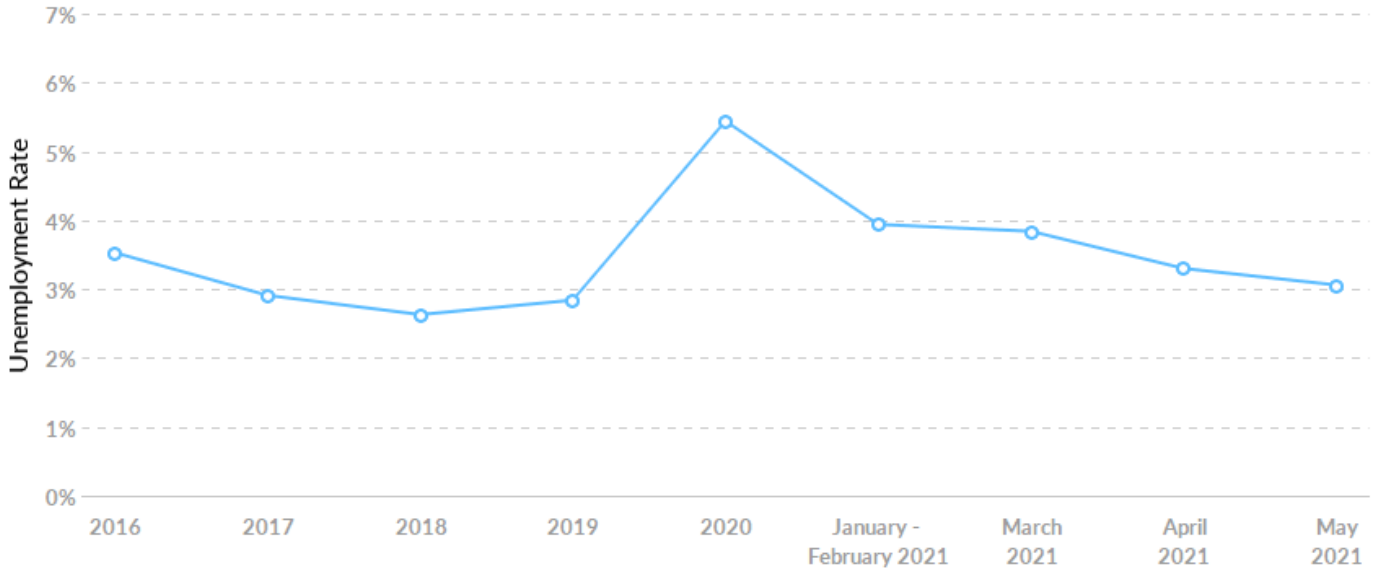
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	68.69%
2017	68.49%
2018	67.59%
2019	66.60%
2020	65.48%
January - February 2021	65.76%
March 2021	66.68%
April 2021	66.47%
May 2021	66.86%

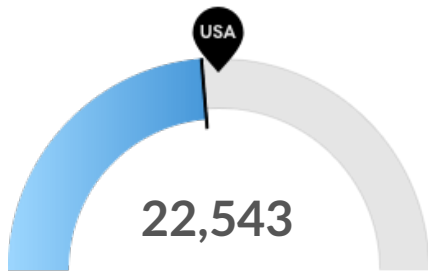
Unemployment Rate Trends

La Crosse County, WI had a May 2021 unemployment rate of 3.06%, decreasing from 3.53% 5 years before.



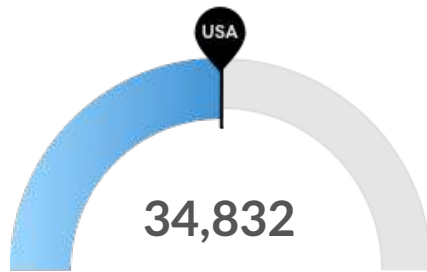
Timeframe	Unemployment Rate
2016	3.53%
2017	2.91%
2018	2.63%
2019	2.84%
2020	5.44%
January - February 2021	3.94%
March 2021	3.84%
April 2021	3.30%
May 2021	3.06%

Population Characteristics



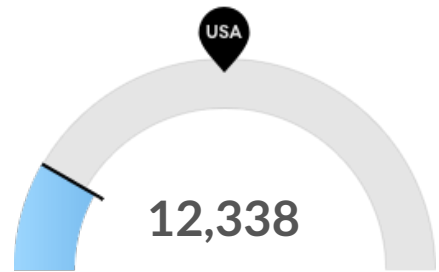
Millennials

La Crosse County, WI has 22,543 millennials (ages 25-39). The national average for an area this size is 24,333.



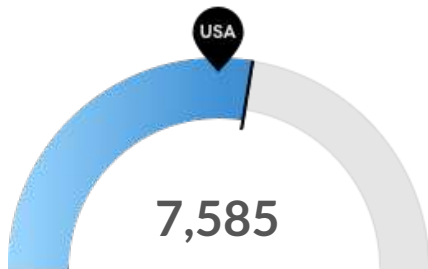
Retiring Soon

Retirement risk is about average in La Crosse County, WI. The national average for an area this size is 34,698 people 55 or older, while there are 34,832 here.



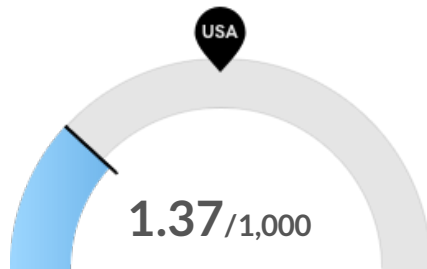
Racial Diversity

Racial diversity is low in La Crosse County, WI. The national average for an area this size is 47,075 racially diverse people, while there are 12,338 here.



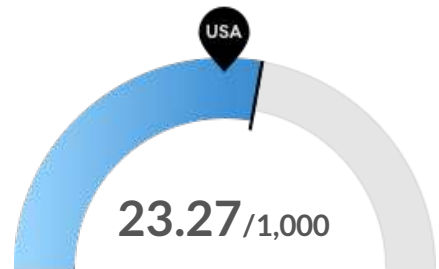
Veterans

La Crosse County, WI has 7,585 veterans. The national average for an area this size is 6,555.



Violent Crime

La Crosse County, WI has 1.37 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

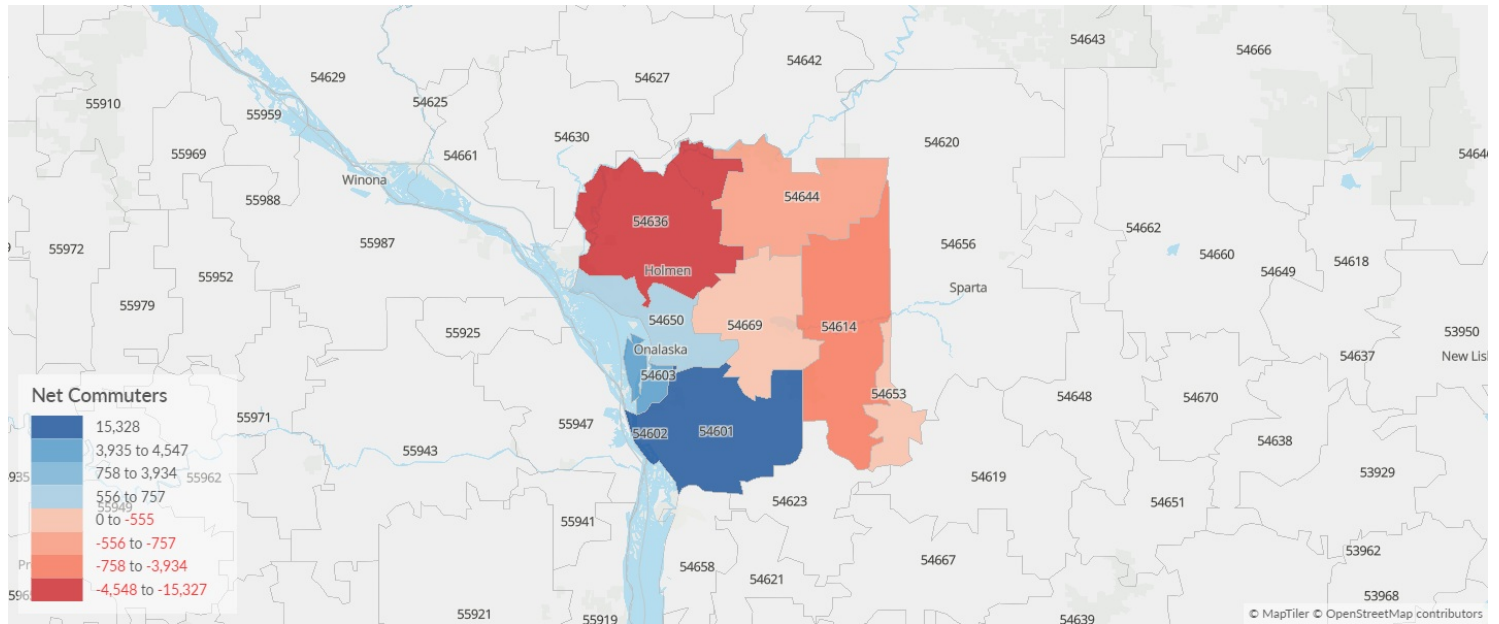


Property Crime

La Crosse County, WI has 23.27 property crimes per 1,000 people. The national rate is 19.79 per 1,000 people.

Place of Work vs Place of Residence

Understanding where talent in La Crosse County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

Where Talent Lives

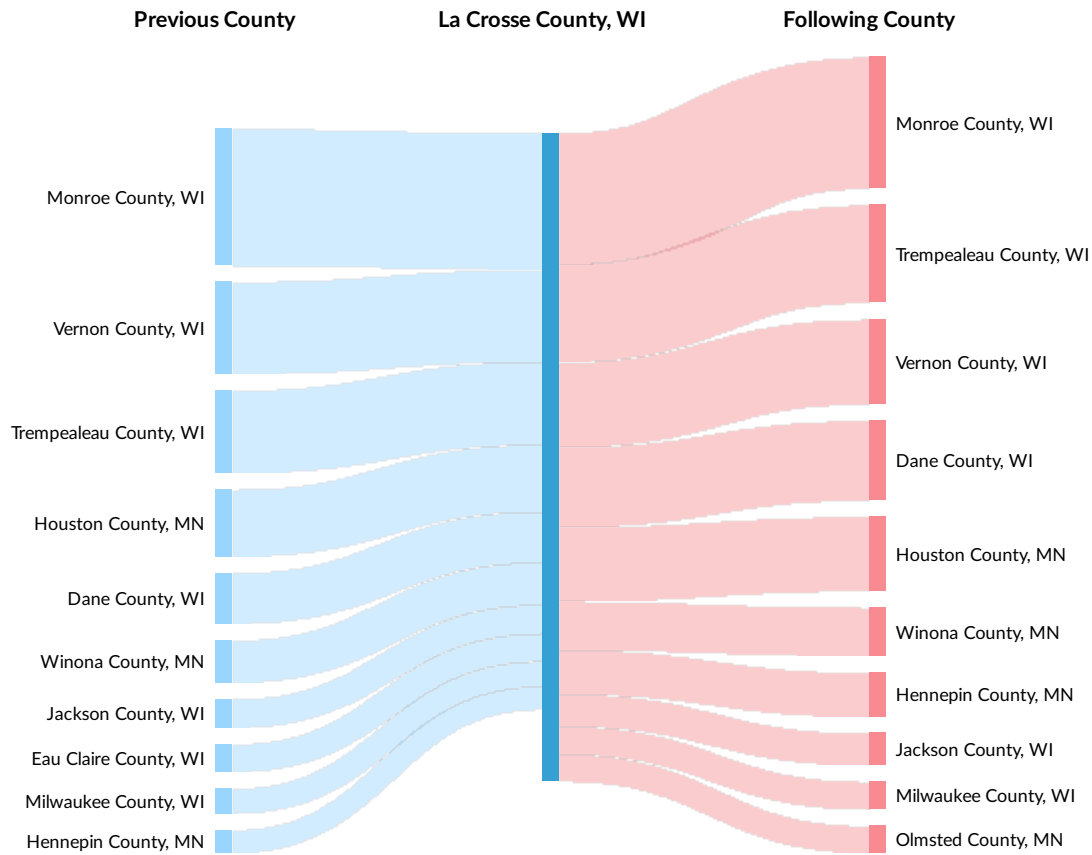
ZIP	Name	2020 Employment
54601	La Crosse, WI (in La Cro...	38,339
54650	Onalaska, WI (in La Cro...	13,122
54603	La Crosse, WI (in La Cro...	11,524
54669	West Salem, WI (in La C...	3,905
54636	Holmen, WI (in La Cross...	3,458

ZIP	Name	2020 Workers
54601	La Crosse, WI (in La Cro...	23,011
54650	Onalaska, WI (in La Cro...	12,566
54636	Holmen, WI (in La Cross...	8,005
54603	La Crosse, WI (in La Cro...	7,589
54669	West Salem, WI (in La C...	4,137

Inbound and Outbound Migration

The table below analyzes past and current residents of La Crosse County, WI. The left column shows residents of other counties migrating to La Crosse County, WI. The right column shows residents migrating from La Crosse County, WI to other counties.

As of 2019, 352 people have migrated from Monroe County, WI to La Crosse County, WI. In the same year, 339 people left La Crosse County, WI migrating to Monroe County, WI. The total Net Migration for La Crosse County, WI in 2018 was -55.

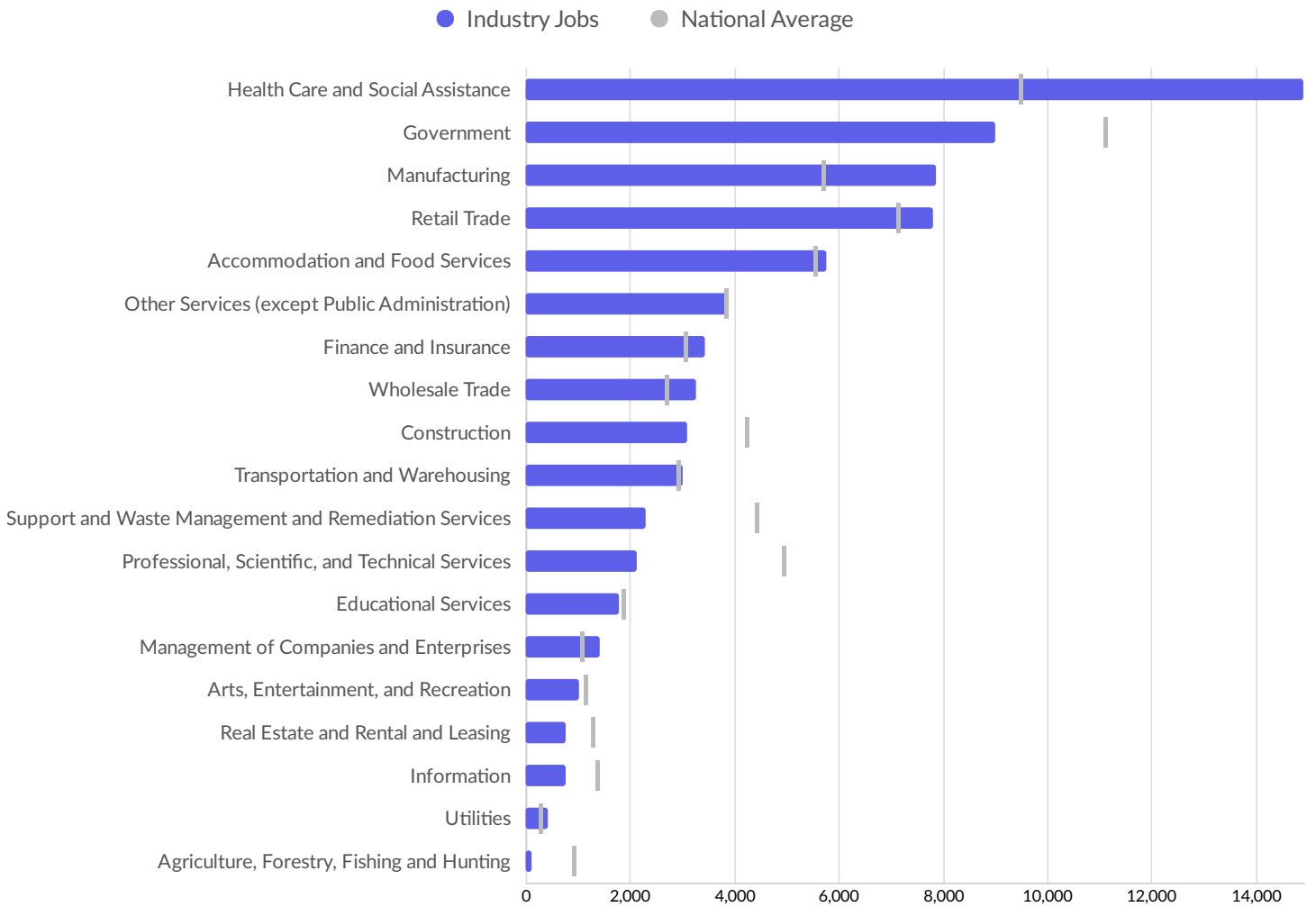


Top Previous Counties	Migrations
Monroe County, WI	352
Vernon County, WI	238
Trempealeau County, WI	213
Houston County, MN	173
Dane County, WI	131
Winona County, MN	109

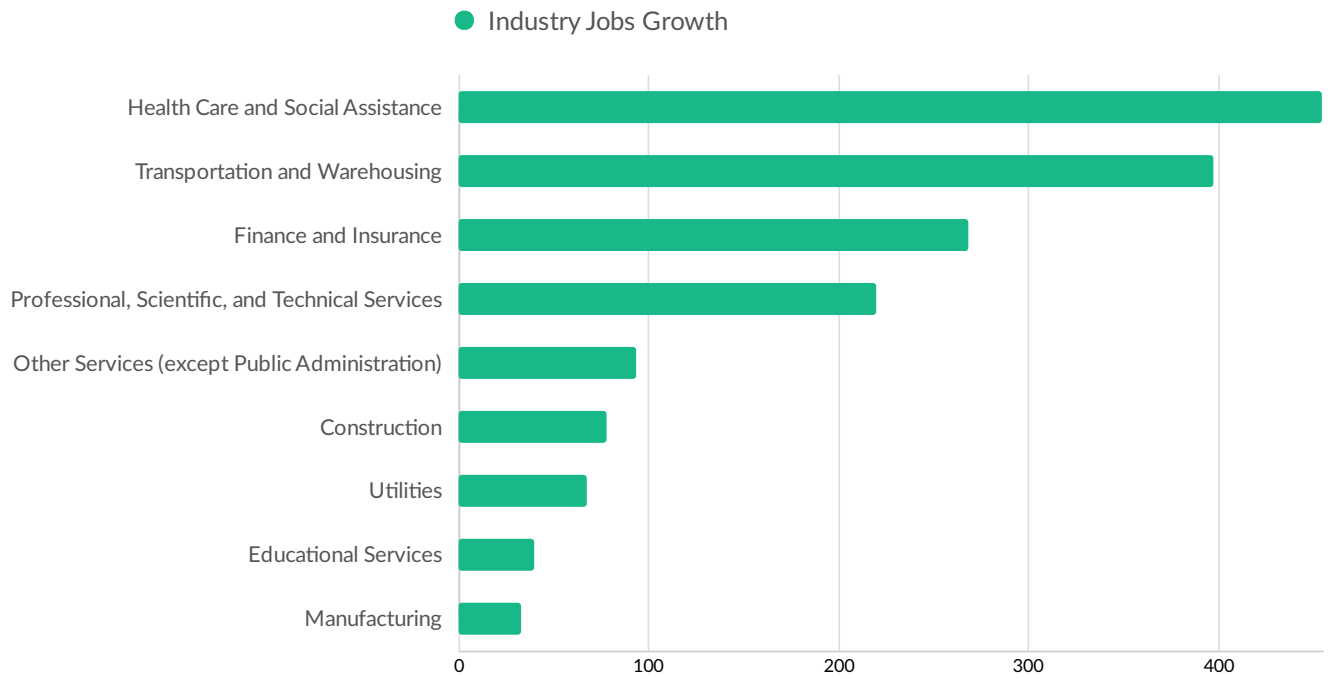
Top Previous Counties	Migrations
Jackson County, WI	74
Eau Claire County, WI	72
Milwaukee County, WI	65
Hennepin County, MN	59
Olmsted County, MN	49
Ramsey County, MN	49
Juneau County, WI	45
Wood County, WI	42
Cook County, IL	39
Top Following Counties	Migrations
Monroe County, WI	339
Trempealeau County, WI	252
Vernon County, WI	219
Dane County, WI	206
Houston County, MN	192
Winona County, MN	126
Hennepin County, MN	114
Jackson County, WI	83
Milwaukee County, WI	72
Olmsted County, MN	70
Eau Claire County, WI	67
Ramsey County, MN	59
Waukesha County, WI	41
Maricopa County, AZ	37
Brown County, WI	37

Industry Characteristics

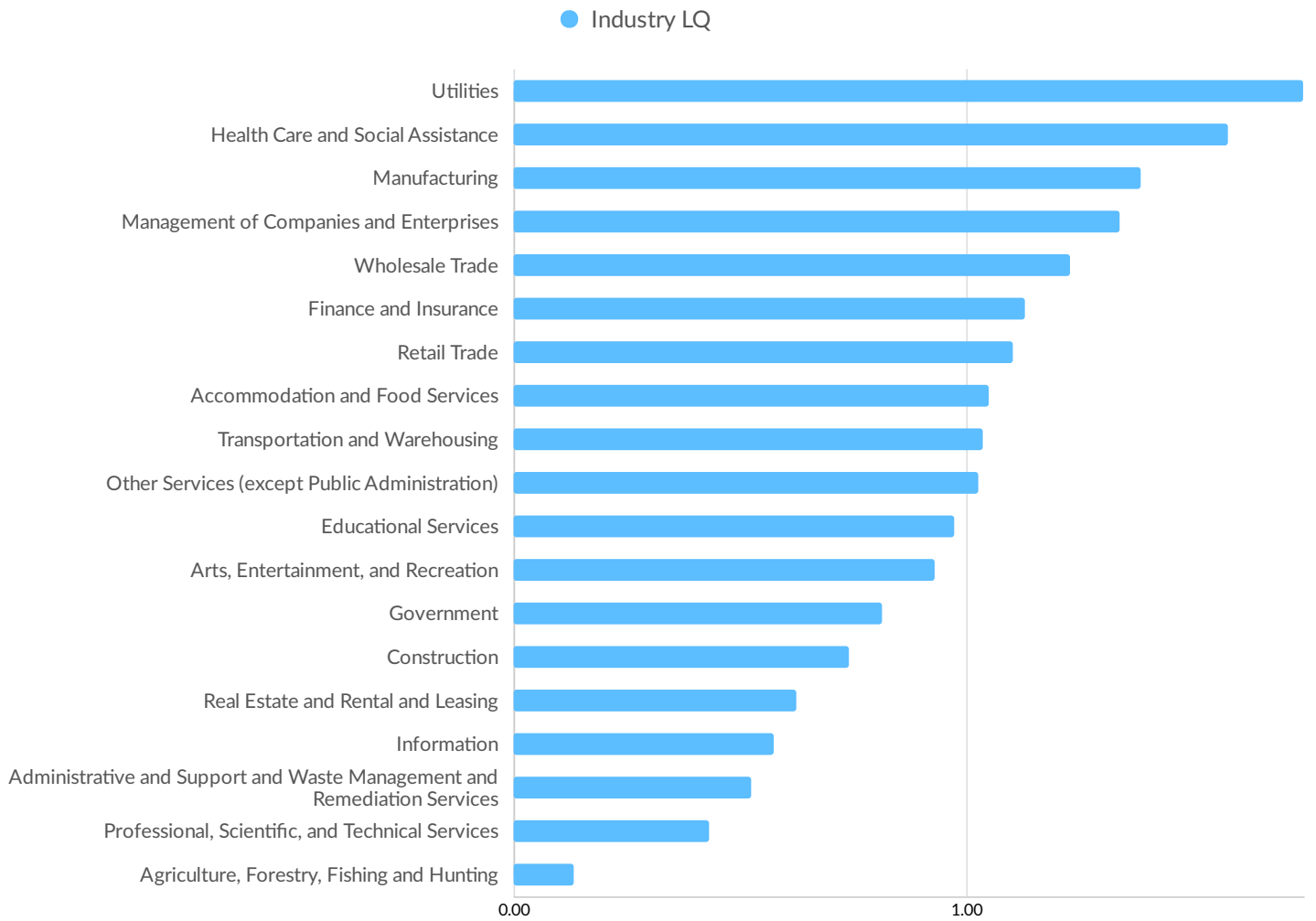
Largest Industries



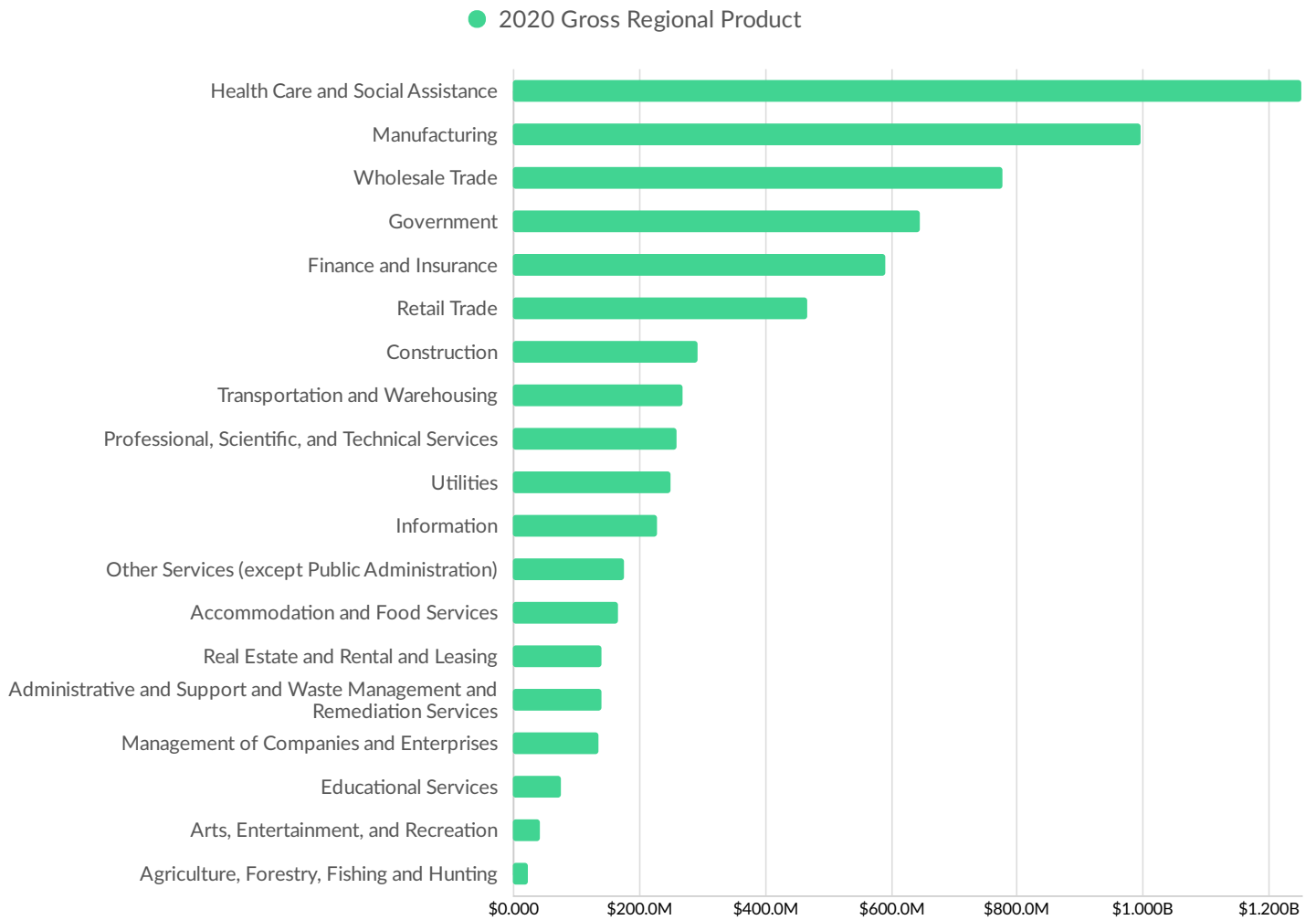
Top Growing Industries



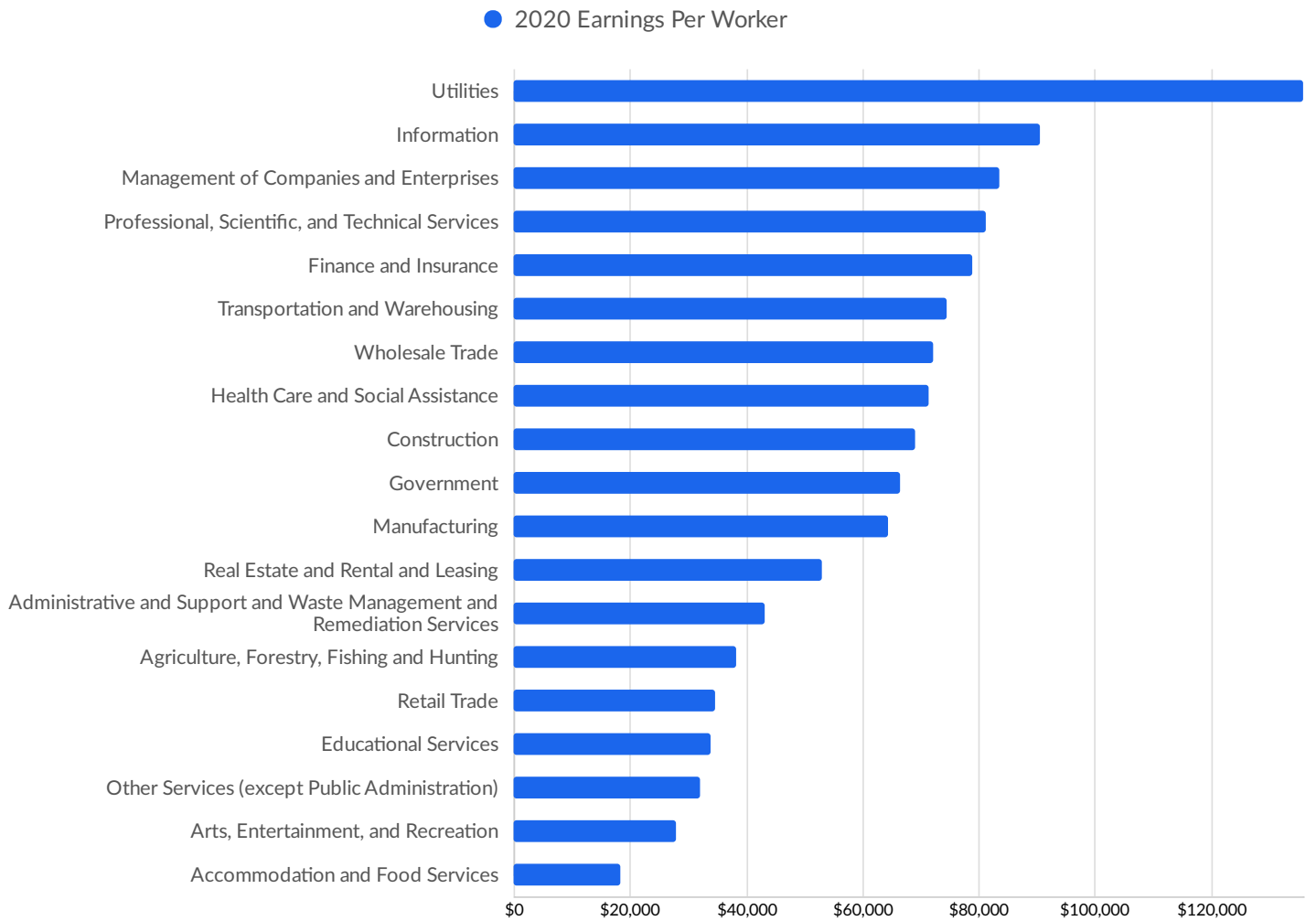
Top Industry LQ



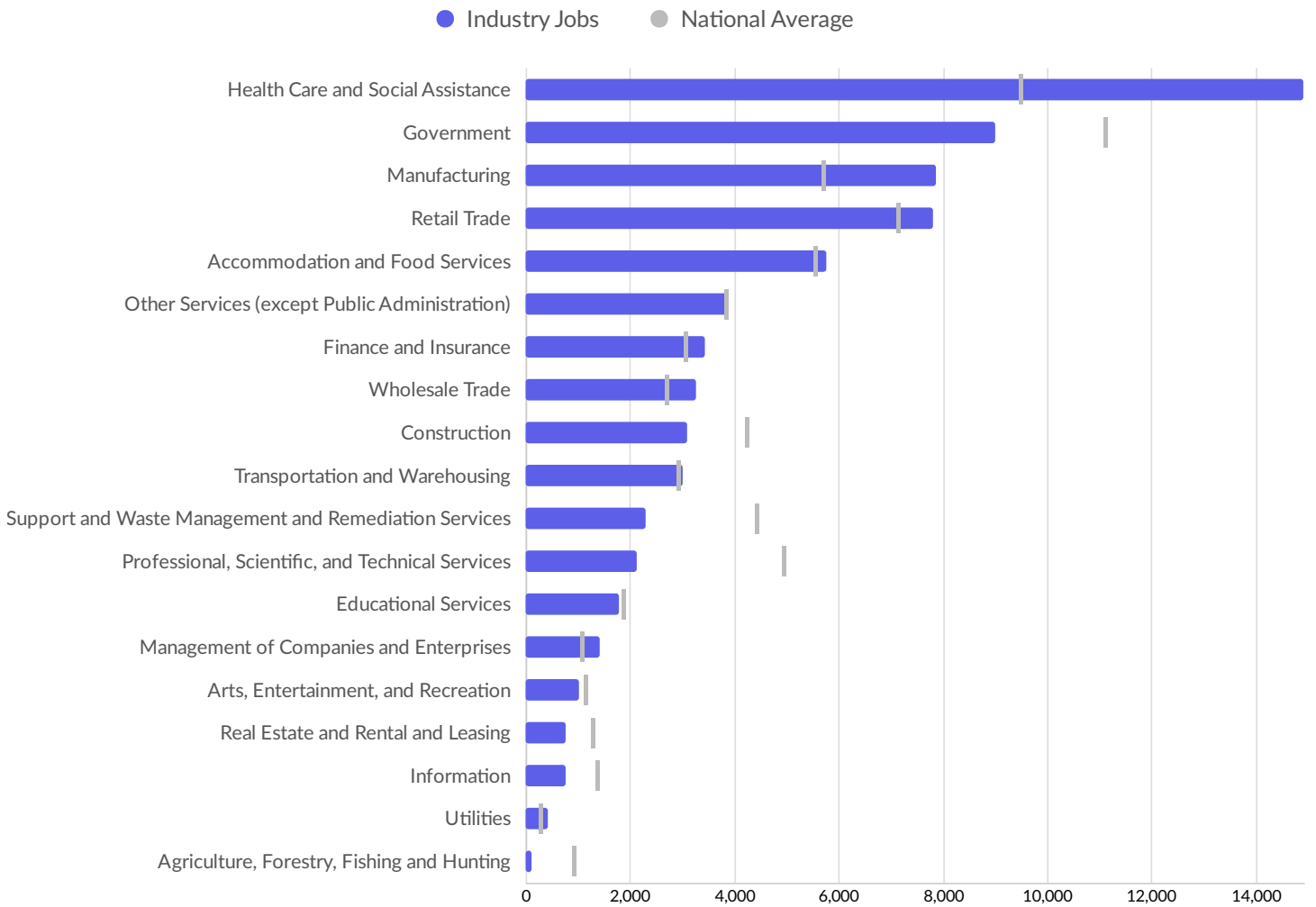
Top Industry GRP



Top Industry Earnings























Largest Industries



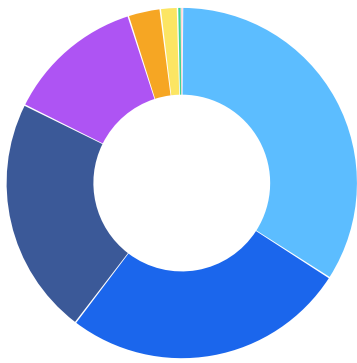
Business Characteristics

11,130 Companies Employ Your Workers

Online profiles for your workers mention 11,130 companies as employers, with the top 10 appearing below. In the last 12 months, 2,390 companies in La Crosse County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Gundersen Health System	2,436 	Oracle Corporation	3,339 
University of Wisconsin-La Cros...	1,192 	Gundersen Health System	1,671 
Mayo Clinic	955 	UnitedHealth Group Incorporate...	919 
Kwik Trip, Inc.	679 	Kwik Trip, Inc.	797 
Logistics Health, Inc.	569 	Mayo Clinic	625 
Trane Inc.	531 	Festival Foods	327 
School District of Lacrosse	466 	Trane Technologies	295 
Western Technical College	427 	Bethany Lutheran Homes, Inc.	277 
Viterbo University	340 	Wal-Mart, Inc.	264 
Centurylink, Inc.	258 	Remedy Intelligent Staffing	231 

Business Size

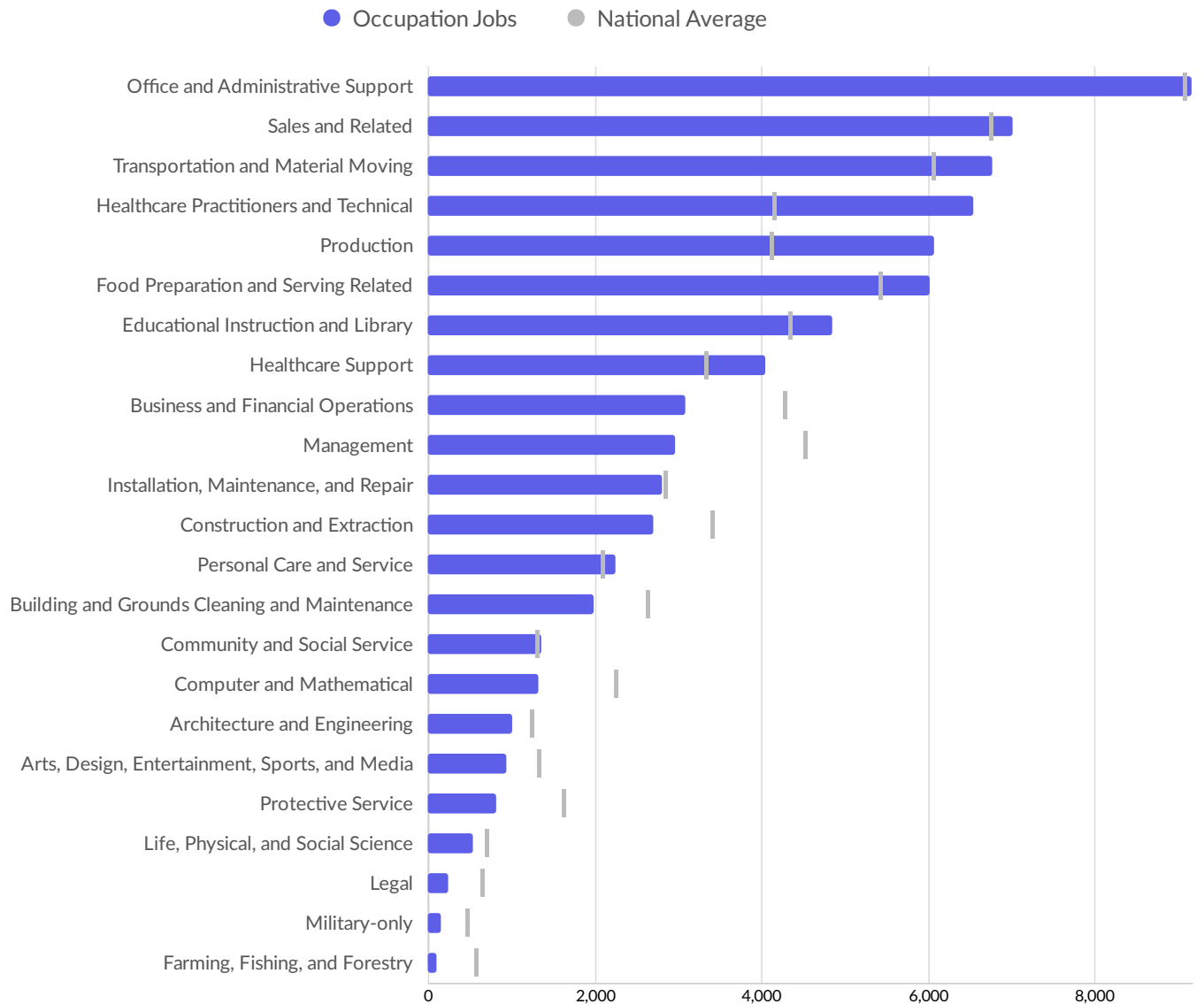


	Percentage	Business Count
1 to 4 employees	34.0%	1,622
5 to 9 employees	26.3%	1,254
10 to 19 employees	22.0%	1,048
20 to 49 employees	12.7%	607
50 to 99 employees	3.0%	142
100 to 249 employees	1.6%	75
250 to 499 employees	0.4%	17
500+ employees	0.1%	5

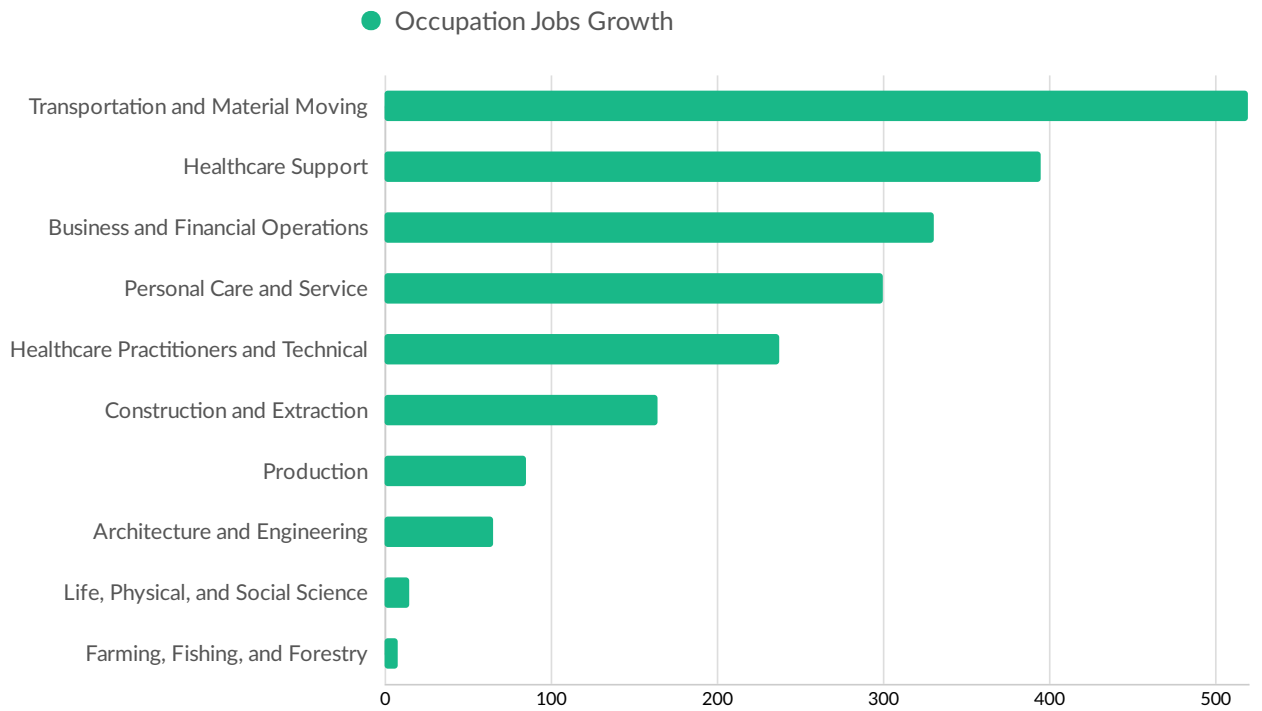
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

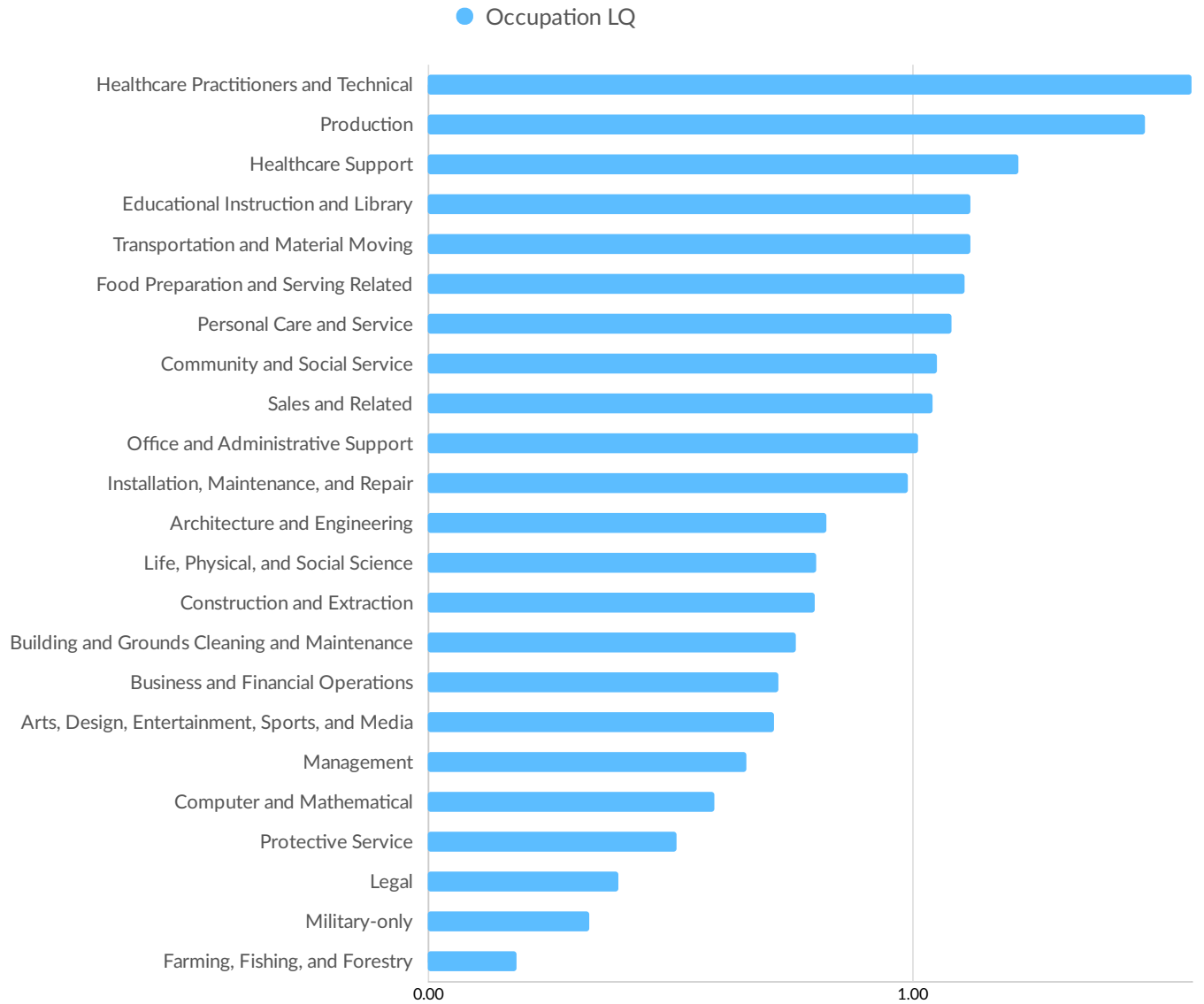
Largest Occupations



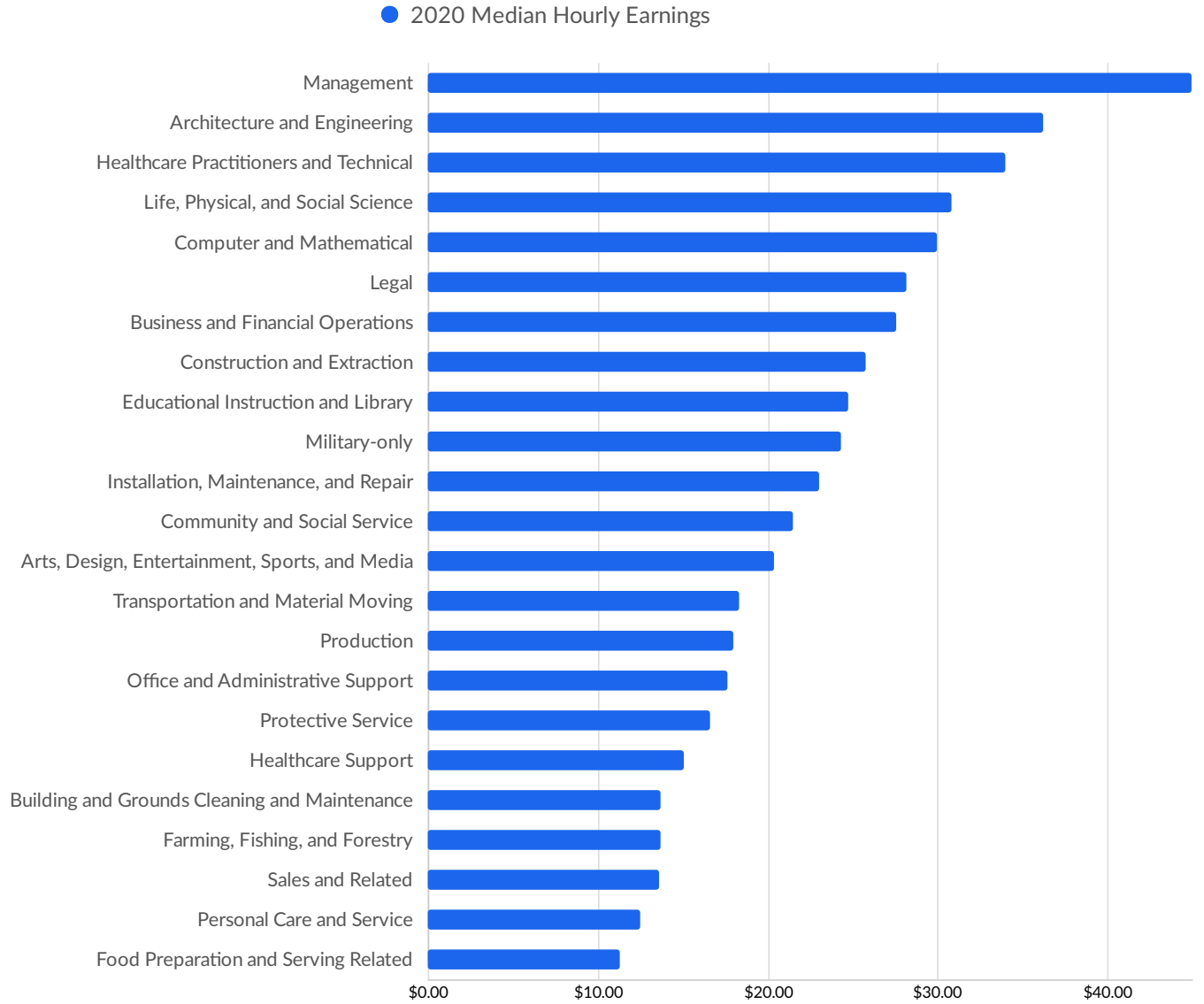
Top Growing Occupations



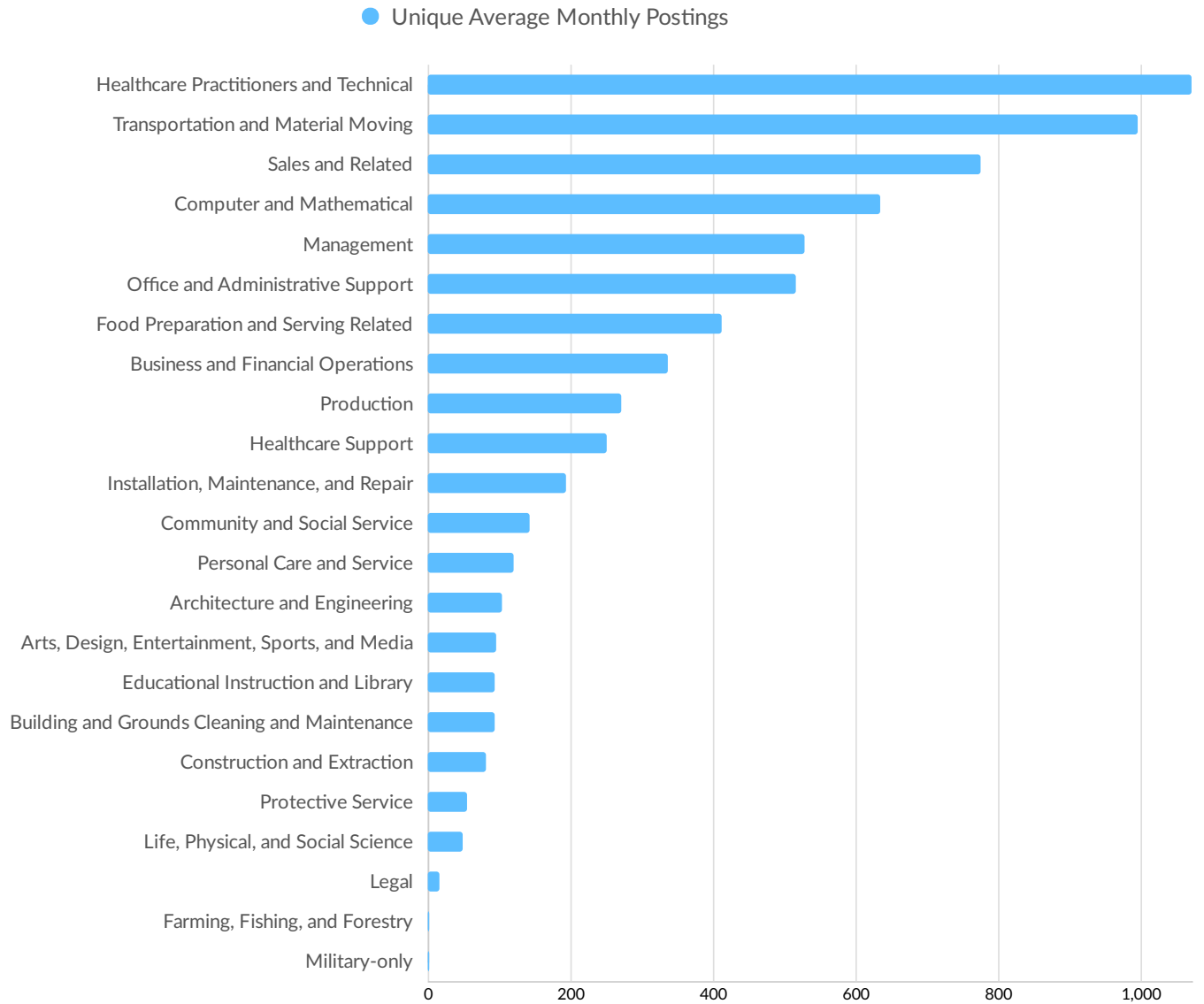
Top Occupation LQ



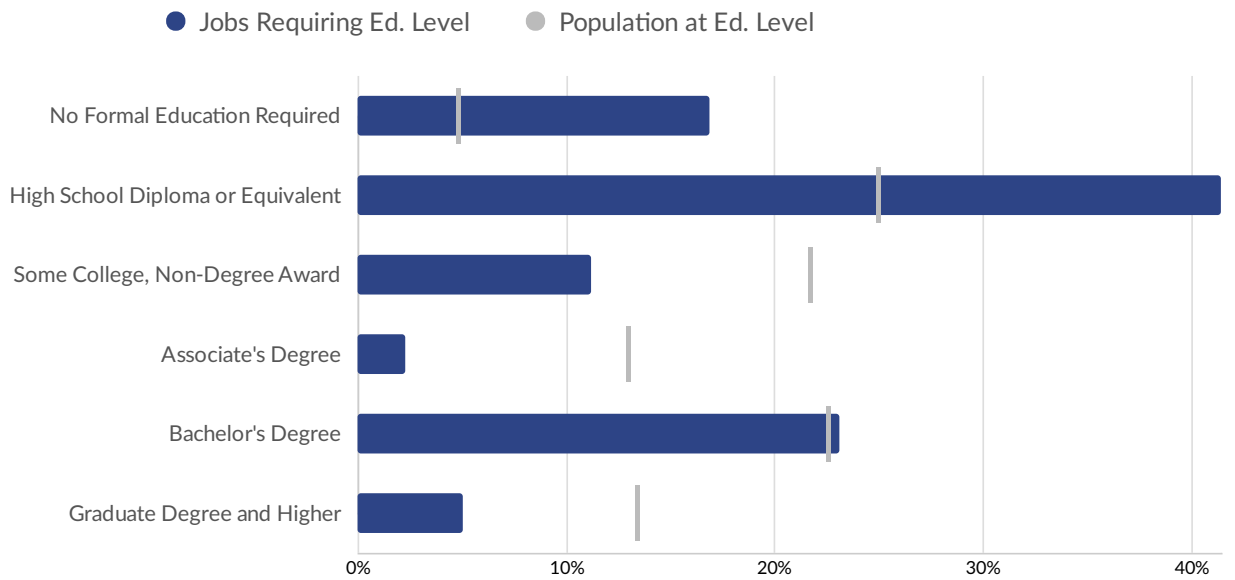
Top Occupation Earnings



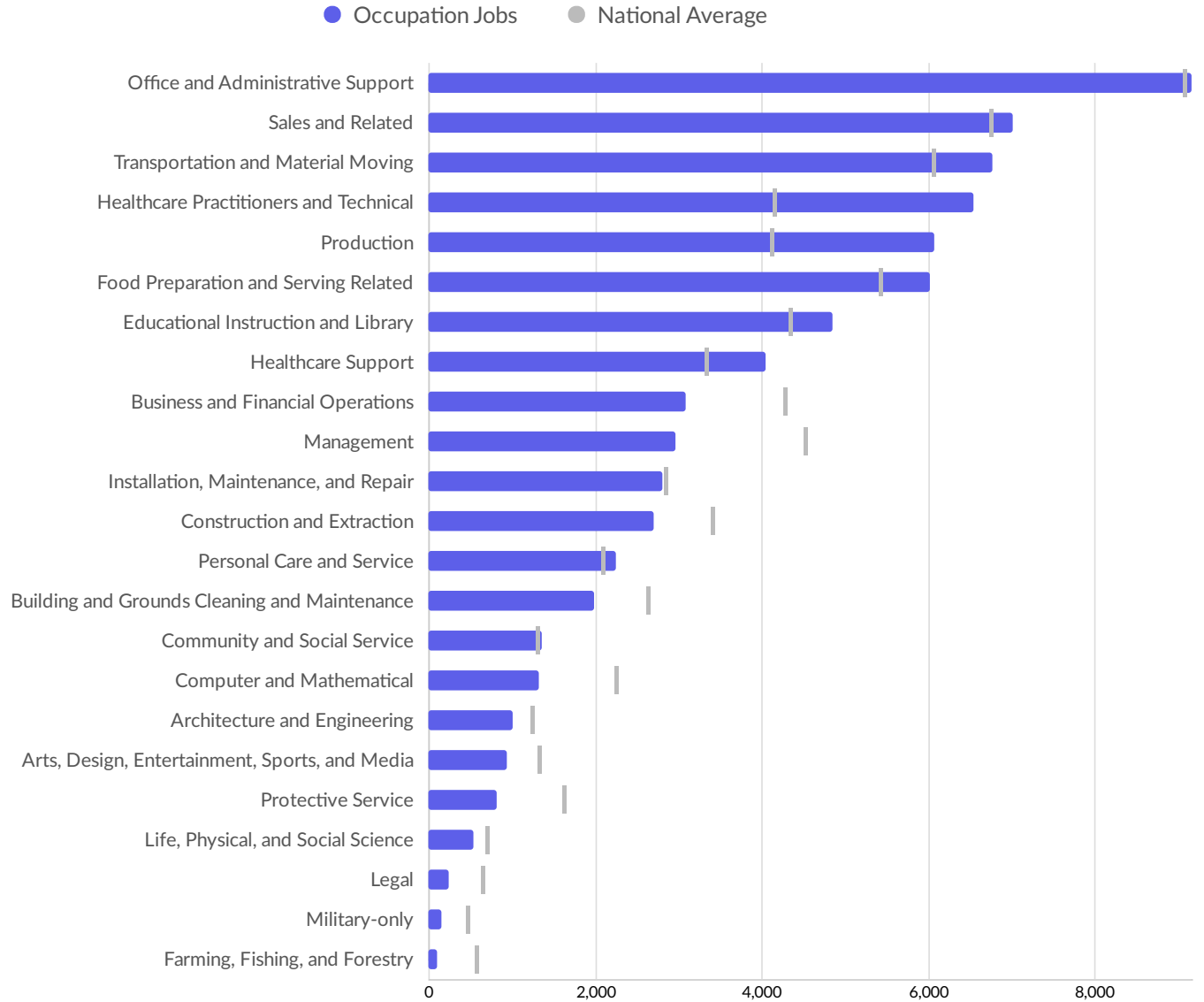
Top Posted Occupations



Underemployment



Largest Occupations



Educational Pipeline

In 2019, there were 4,896 graduates in La Crosse County, WI. This pipeline has remained stable (neither grown nor shrunk) over the last 5 years. The highest share of these graduates come from Nursing Assistant/Aide and Patient Care Assistant/Aide, "Biology/Biological Sciences, General", and "Psychology, General".

School	Total Graduates (2019)	Graduate Trend (2015 - 2019)
University of Wisconsin-La Crosse	2,597	
Western Technical College	1,623	
Viterbo University	624	
The Salon Professional Academy-Onalaska	52	
Globe University-La Crosse	0	

● Certificate
 ● Associate's
 ● Bachelor's
 ● Master's or Higher

In-Demand Skills

